

**WE ALSO NEED TO WEAKEN THE INTERNATIONAL TOBACCO
INDUSTRY BY ELIMINATING CIGARETTE ADVERTISING, HERE AND
ABROAD.**

**THE ADS HAVE BEEN BANNED FROM AMERICAN TELEVISION,
THANK GOD, --ALTHOUGH THEY ARE SNEAKING BACK THROUGH
AND TOBACCO-SPONSORED SPORTS EVENTS
VIDEOS-~~^~~ BUT CIGARETTE ADVERTISING STILL ASSAULTS OUR
SOCIETY IN PRINT AND BILLBOARDS.**

**THE TOBACCO INDUSTRY SPENDS \$4,000 PER MINUTE ON
PROMOTION (\$2.5 BILLION A YEAR). —**

**ONLY THE GROTESQUE ECONOMIC POWER OF THE
INTERNATIONAL TOBACCO COMPANIES CAN SUSTAIN THIS
OUTRAGE, AS THEY USE ECONOMIC BLACKMAIL TO INTIMIDATE
PUBLISHERS AND GOVERNMENTS.**

**I AM PARTICULARLY DISTURBED BY CIGARETTE ADVERTISING
THAT TARGETS VULNERABLE GROUPS WITHIN OUR POPULATION
AND ABROAD.**

**HERE IN AMERICA THE CIGARETTE ADVERTISERS HAVE SET
THEIR SIGHTS ON YOUNG PEOPLE, WOMEN, AND MINORITIES.**

**CIGARETTE FIRMS MANIPULATE MINORITIES, WOMEN, AND
YOUNG PEOPLE BECAUSE THESE PEOPLE HAVE THE STRONGEST
ASPIRATIONS TO CHANGE THEIR STATUS.**

SO THESE ADS ASSOCIATE SMOKING WITH MAKING IT...

**THEY ASSOCIATE SMOKING WITH A HIGHER ECONOMIC STATUS
(WHEN REALLY HIGHER INCOME GROUPS ARE NOW SMOKING
LESS).**

**WE KNOW THAT THOSE WITH MORE EDUCATION TEND TO QUIT
MORE READILY. "THE MORE YOU KNOW, THE LESS YOU SMOKE."
BUT TOBACCO ADVERTISERS ASSOCIATE SMOKING --CONTRARY
TO ALL EVIDENCE-- WITH ROBUST ACTIVITY, ATHLETICS, SOCIAL
ACCEPTABILITY, BUSINESS AND SEXUAL SUCCESS, OUTDOOR
LEISURE, AND EVEN GOOD HEALTH.**

**ONE OF THE MORE OUTRAGEOUS ADVERTISING SLOGANS IS ONE
CIGARETTE COMPANY'S "ALIVE WITH PLEASURE" THEME.**

**THIS IS CLEARLY AN EFFORT TO UNDERMINE THE SURGEON
GENERAL'S WARNING ON EACH PACK.**

**TRUTH IN ADVERTISING SHOULD REQUIRE, NOT "ALIVE WITH
PLEASURE", BUT "DYING IN AGONY".**

IN THE ADVERTISING WARS YOU HEAR A LOT ABOUT PROOF.

THE TOBACCO COMPANIES SAY THAT IT HAS NOT BEEN PROVEN

THAT ADVERTISING INCREASES CIGARETTE SMOKING.

OF COURSE, THE COMPLEXITY OF THIS ISSUE OF HUMAN

BEHAVIOR WILL PROBABLY PRECLUDE THE ESTABLISHMENT OF A

SCIENTIFIC PROOF OF A CAUSAL LINK.

BUT TO MY MIND THE BURDEN OF PROOF SHOULD BE ON THE

TOBACCO INDUSTRY TO SHOW THAT ADVERTISING DOES NOT

INCREASE CONSUMPTION OF A PRODUCT THAT WE KNOW LEADS

TO DEATH WHEN USED AS INTENDED.

IN THE 1850s JOHN SNOW ENDED THE CHOLERA EPIDEMIC IN LONDON BY REMOVING THE HANDLE OF THE BROAD STREET WATER PUMP, 30 YEARS BEFORE THE BACTERIUM CAUSING CHOLERA WAS DISCOVERED.

FORTUNATELY HE DID NOT NEED TO CONTEND WITH A CHOLERA INSTITUTE THAT DEMANDED THE PUMP KEEP WORKING UNTIL IT WAS PROVEN THAT WATER FROM THE PUMP WAS CAUSING THE CHOLERA.

**FOR ALL THEIR TALK ABOUT "FREEDOM", TOBACCO INTERESTS
ARE GREAT ENEMIES OF FREEDOM.**

**FAR FROM BELIEVING IN FREE SPEECH, TOBACCO ADVERTISERS
USE THEIR ECONOMIC CLOUT TO FORCE PUBLISHERS NOT TO
PRINT ARTICLES ABOUT THE REAL CONSEQUENCES OF SMOKING.**

**CIGARETTE ADVERTISING, FAR FROM ALLOWING FREE CHOICE,
ACTUALLY UNDERMINES FREE CHOICE.**

NICOTINE ADDICTS DO NOT ENJOY FREE CHOICE.

**LET'S BE UP-FRONT ABOUT THE SPECIAL CHALLENGE FACING
TOBACCO ADVERTISERS:**

**MOST PEOPLE WHO USE THEIR PRODUCT WOULD RATHER NOT
USE IT.**

AS MANY AS 90% WISH TO QUIT.

**MANY TOUGH IT OUT, BREAK THEIR ADDICTION, AND SUCCEED IN
QUITTING.**

**THE ADVERTISERS NEED TO REPLENISH THE DIMINISHING
SUPPLY OF TOBACCO USERS:**

REMEMBER THOSE 1,000 SMOKERS WHO DIE EVERY DAY.

**ANOTHER ISSUE OF PUBLIC POLICY WHERE WE CAN ATTACK THE
TOBACCO INDUSTRY CONCERNS CIGARETTE VENDING MACHINES.**

**HERE IS ANOTHER EXAMPLE OF THE CODDLED CIGARETTE
COMPANIES.**

**IT IS ILLEGAL TO SELL BOTH ALCOHOL AND CIGARETTES TO
MINORS. THAT IS BECAUSE ALCOHOL AND NICOTINE ARE THE
TWO MAJOR LEGAL ADDICTING DRUGS IN OUR SOCIETY.**

**WE WOULD NEVER TOLERATE SELLING ALCOHOLIC BEVERAGES
IN VENDING MACHINES, BUT SOMEHOW WE TOLERATE
CIGARETTE VENDING MACHINES.**

**IT IS SAD EVIDENCE OF OUR FAILURE TO TAKE SERIOUSLY THE
DANGERS OF SELLING THIS ADDICTING DRUG NICOTINE TO
MINORS.**

**THE CIGARETTE VENDING MACHINES SHOULD BE THE NEXT
TARGET IN THE CRUSADE AGAINST SMOKING.**

**EVEN AS WE ARE CONCERNED TODAY ABOUT THE
INTERNATIONAL ASPECT OF TOBACCO, I RAISE THESE AMERICAN
ISSUES BECAUSE IF WE FOCUS OUR ENERGY ON SPECIFIC ISSUES,
IF WE MARSHALL OUR GROWING STRENGTH, WE CAN CHOOSE
OUR BATTLES, AND WE WIN THEM ONE BY ONE.**

**FINALLY, I WANT TO STRESS THE POWER OF OUR GREATEST
WEAPON. IT MAY SEEM A DAUNTING TASK TO ATTEMPT TO
CHANGE THE DEEPLY ENTRENCHED AND SINISTER AMERICAN
TRADE POLICIES THAT PROMOTE TOBACCO EXPORTS.**

**IT MAY SEEM BEYOND OUR ABILITY TO INFLUENCE FOREIGN
GOVERNMENTS WHO ARE DESPERATE FOR AMERICAN
INVESTMENT AND CASH.**

**THESE STRUGGLES WILL TAKE POLITICAL ACUMEN BOTH HERE
AND ABROAD.**

**BUT IT CAN BE ACCOMPLISHED, BOTH HERE AND ABROAD, IF WE
MOBILIZE THE POPULAR RESOURCES THAT CAN BE TAPPED BY
MORAL SUASION.**

**WHEN I WAS YOUR SURGEON GENERAL, I FREQUENTLY SAID
THAT I HAD NEITHER POWER NOR BUDGET.**

**THAT WAS CERTAINLY TRUE, FOR I HAD ONLY A TINY STAFF AND -
-IN WASHINGTON TERMS-- A TINY BUDGET, ENOUGH TO KEEP US
IN PAPER CLIPS AND PHOTOCOPIES.**

**BUT I THINK I WAS ABLE TO ACCOMPLISH A LARGE AGENDA
SOLELY THROUGH THE POWER OF MORAL SUASION.**

**IN THE RIGHT HANDS, AND IN ENOUGH HANDS, MORAL SUASION
CAN OVERCOME OBDURATE BUREAUCRACIES, ENTRENCHED
ECONOMIC POWER, AND THE INCREASINGLY DESPERATE
INTERNATIONAL TOBACCO COMPANIES.**

**I MAY HAVE HUNG UP THE UNIFORM OF THE SURGEON GENERAL,

BUT I HAVEN'T RETIRED FROM THE FIGHT AGAINST SMOKING.**

**TOGETHER, WE CAN WIN IT, IN AMERICA, AND AROUND THE
WORLD.**

THANK YOU.

#####

IT IS SAD THAT THE ADMINISTRATION
HAS SILENCED DR. JAMES MASON. ON
SMOKING. WHAT HE SAID AT PERTH
IS WHAT HE BELIEVES.

I WAS ONCE TOLD NOT TO SPEAK
AGAINST TOBACCO ADUT. I POSTPONED
MY TESTIMONY A WEEK - BUT I SPOKE.
THE DIFFERENCE WAS THAT WHEN I
BECAME SC I SAID IF THE DATE
CAME WHEN I COULD NOT SAY WHAT
I BELIEVED OR HAD TO SAY
WHAT I DIDNT BELIEVE, I
WOULD RESIGN. I GUESS NO ONE
WANTED TO MAKE THAT BIG AN ISSUE ^{OF} IT

SANDRA KRISTOFF - ASST U.S.

TRADE REP FOR ASIA CALLED
THAILAND'S UNWILLINGNESS TO BE
INVADED BY AMERICAN TOBACCO
COMPANIES AND REPEAL THEIR
LAWS AGAINST CIGARETTE ADVERT-
ISING "DISCRIMINATION AGAINST
TOBACCO"

WE DISCRIMINATE IN THE US AGAINST
THE POOR, THE WORKING POOR, CHILDREN,
THE ELDERLY, BLACKS, HISPANICS
AND PWA's. WHY CAN'T
THAILAND DISCRIMINATE AGAINST
AMERICAN TOBACCO CO's.

ALL THAT'S AT STAKE IS A COUPLE
OF HUNDRED MILLION DOLLARS FOR
A PA7 IMMORAL INDUSTRY.

ON BEHALF OF A LOT OF DECENT
AMERICANS I APPOGIZE TO THAILAND